



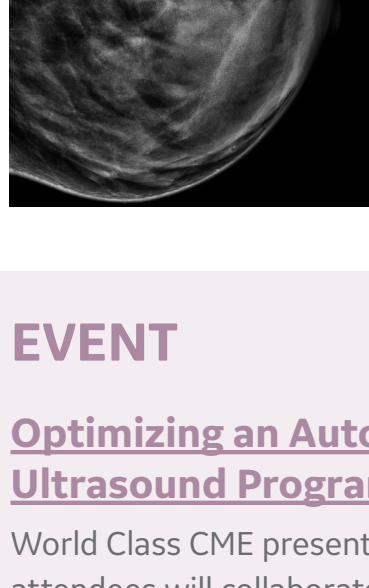
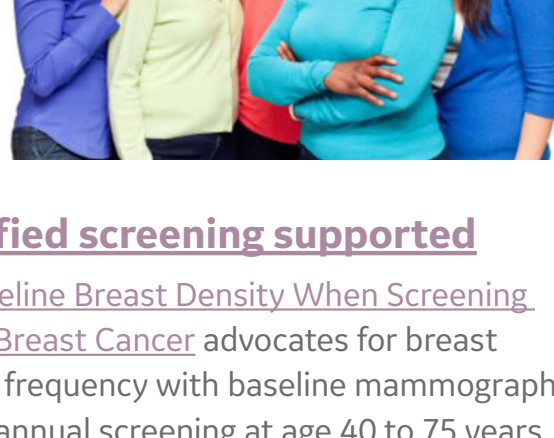
# ABUS Club Newsletter

March 2021

## BREAST CANCER NEWS

### Breast cancer has surpassed lung as most commonly diagnosed cancer worldwide

This study from the International Agency for Research on Cancer (IARC) details the latest global cancer burden estimates. Lung cancer remains the leading overall cause of cancer mortality.



### Breast density stratified screening supported

The study [Incorporating Baseline Breast Density When Screening Women at Average Risk for Breast Cancer](#) advocates for breast density-stratified screening frequency with baseline mammography at age 40 years followed by annual screening at age 40 to 75 years for women with dense breasts and biennial screening at age 50 to 75 years for women without dense breasts.

## EVENT

### Optimizing an Automated Breast Ultrasound Program

World Class CME presents this course where attendees will collaborate, discover best practices, gain hands-on experience, and provide feedback on 3D Automated Breast Ultrasound.

**When:** Friday, September 10 – Saturday, September 11, 2021

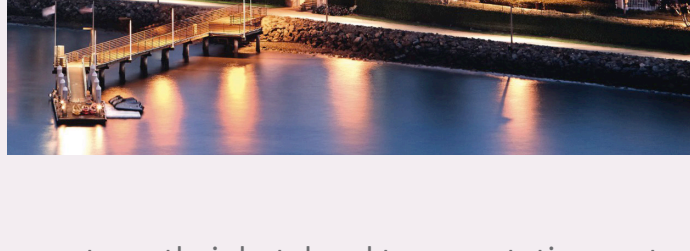
**Where:** Coronado Island Marriott Resort & Spa, San Diego, CA

**Who:** Physicians, imaging technologists and administrators.

**Cost:** There is no charge for this course. Attendees must pay their hotel and transportation costs. A limited number of rooms have been set aside for \$229 per night.

**Accreditation:** World Class CME designates this live activity for a maximum of 10.25 AMA PRA Category 1 Credits™. Category A credits are pending.

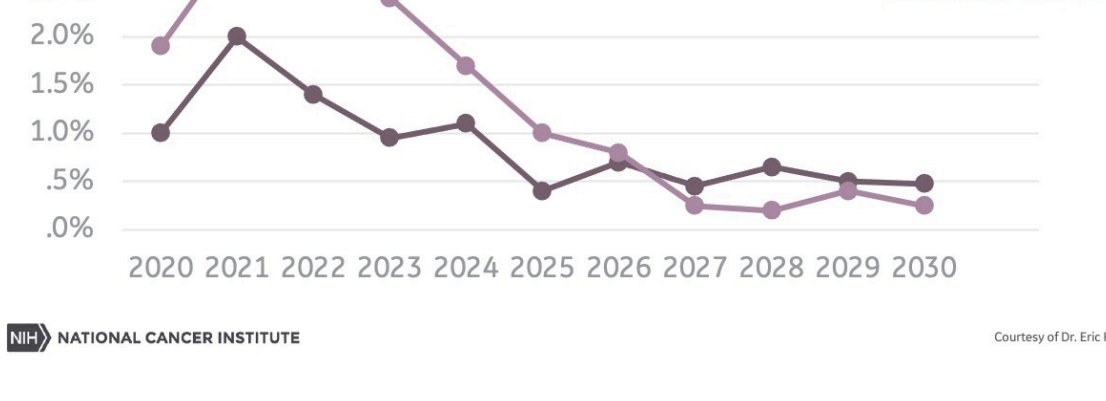
**Please visit the registration site for course details**



## NOW MORE THAN EVER

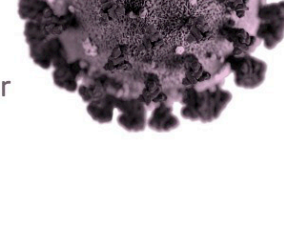
As we learn more about the effects of delayed or missed screenings due to COVID-19, it is more important than ever to advocate for dense breast patients

### Percent Excess Breast and Colorectal Cancer Deaths Per Year Compared to a Scenario without Delayed Screening and Diagnosis



NATIONAL CANCER INSTITUTE

Courtesy of Dr. Eric Feuer, NCI & CSNET.



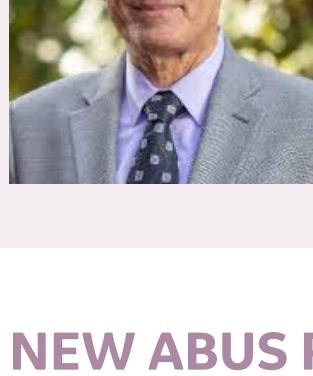
Join our campaign to improve coverage for co-pay and deductible fees associated with additional screenings beyond the mammogram. Help more women get the essential screening they need.

Visit our [Advocacy](#) page for more information

To ACT NOW, visit [densebreasttests.com](#) and help make a difference for women in your state.



## ABUS USERS IN THE NEWS



[Adventist Health St. Helena](#) launched a breast program to serve Napa Valley women with comprehensive breast care. Charles Elboim, MD, FACS, a highly respected and experienced breast surgeon, will serve as the Breast Center's medical director. Their advanced imaging capabilities include the Napa Valley's only automated breast ultrasound system (ABUS), which improves the ability to spot abnormalities in dense breast tissue.

## NEW ABUS RESEARCH

Dr. Georgia Giakoumis Spear, Chief of Breast Imaging at NorthShore University Health System in the Chicagoland area, IL, co-authored new research study in Clinical Imaging

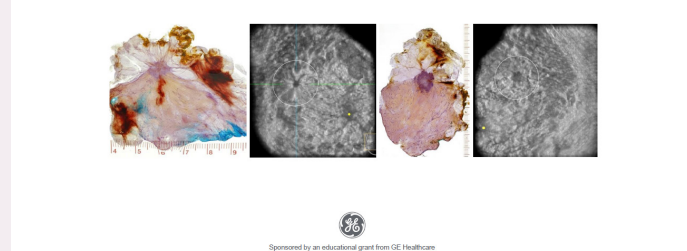
### Automated breast ultrasound: Supplemental screening for average-risk women with dense breasts

Another ABUS research study appeared in The Breast Journal authored by Dr. Maha Helal, Professor Radiology Department, National Cancer Institute, Cairo University, Cairo, Egypt

### The role of automated breast ultrasound in the assessment of the local extent of breast cancer



## COMPLEMENTARY eBook OFFER



The ABUS Teaching Atlas by Professor Laszlo Tabár, MD, FACR (Hon), provides a compelling and in-depth insight into ABUS and highlights the unique perspective of 3D ultrasound to view anatomy and pathology. The Atlas includes a case collection demonstrating architectural distortion and mammographically occult cancers via the 3D ABUS coronal view.

**[Download your complimentary copy today](#)**

## NEW MATERIALS

### Patient Section

[Scan volunteer form](#)

[Cartoon illustration](#)

### Technology Section

[2021 reimbursement guide](#)

### Education / Training Section

#### ABUS Allowing an Effective Evaluation of Dense Breasts Case Study –

Dr. Fernanda Philadelpho A. Pereira, Chief and Radiologist Specialist in Breast Imaging at Diagnosticos da America SA (DASA), Rio de Janeiro, Brazil

#### Building a Progressive and Prosperous Breast Ultrasound Screening Program Webinar –

Lisa Stempel, MD, Division Chief Breast Imaging  
Rush University Cancer Center Rush System for Health, Chicago, IL

#### Beyond Screening: A User's Guide to 3D Automated Breast Ultrasound Webinar –

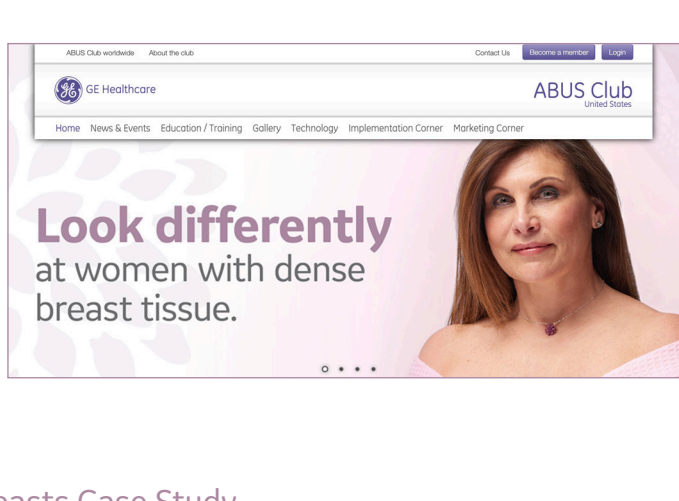
Ian P. Grady, MD, FACS, General Surgeon  
North Valley Breast Clinic, Redding, CA

### BizTalk Webinar

[TechTalk December 2020](#)

### Marketing Corner

[Articles to share on social media](#)



## ABUS BizTalks – 12pm-1pm ET

Dates – March 18, April 8, May 13

Looking for tips on your ABUS program in the areas of implementation, marketing or education? Please join the ABUS Implementation Manager and a team of experts who will discuss best practices and new approaches. Q&A is at the end of every session.



**REGISTER HERE**

## ABUS TechTalk – 12pm-1pm ET

Date – June 18

Are you new to ABUS scanning, need a refresher or interested in best practices as your ABUS techs? Join our ABUS Applications Specialists as they provide technologist tips and tricks. Q&A is at the end of every session.



**REGISTER HERE**

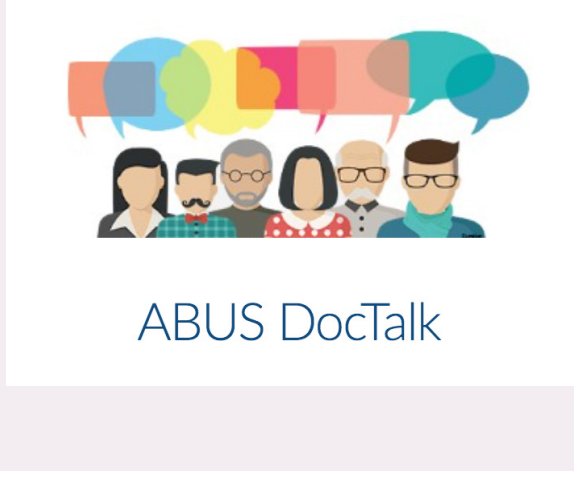
## ABUS DocTalks – 2pm – 3pm ET

Dates – April 23, May 14

Join an ABUS reading discussion led by a Peer Educator to explore ABUS reading techniques and efficiencies

**Host:** Kristina Jong MD, ABUS Peer Educator

**Audience:** Physicians who have previously attended ABUS Mastery training



**REGISTER HERE**

## Do you know someone who wants to learn more about ABUS?

Please share this information below:

**Monthly virtual ABUS demonstrations** – Do you know someone interested in learning more about Invenia ABUS? Complimentary online demos available monthly. To see available dates, visit [www.gehealthcare.com/abusdemo](#)

## Quick Links

**Find an ABUS locator:** Is your site listed? If not, please complete [this form](#) to add your site to the finder tool

**Provider reimbursement hotline:** Complimentary reimbursement assistance resource for Healthcare Providers  
Toll-free phone number: 1-844-386-0099  
Email: [GEABUS@emersonconsultants.com](mailto:GEABUS@emersonconsultants.com)

**GE ABUS probe cleaning and disinfection website:** [Click here](#)

**ABUS Club Webinars:** [Share this information with your colleagues](#)

**ABUS Google Scholar:** [Comprehensive list of research studies that involved GE Healthcare ABUS technology](#)

**Complimentary ABUS User's Guide by Dr. Ian Grady:** [Download here](#)

**Complimentary ABUS Teaching Atlas by Prof Laszlo Tabar:** [Download here](#)

### Dense breast and ABUS information resources:

[Densebreast-info.org:](#) Clinician and patient resources – GE Healthcare sponsored

[BremFoundation.org:](#) Patient resources – GE Healthcare Sponsored

[Areyoudense.org:](#) Patient resources – GE Healthcare sponsored

[Knowyourrisk.gehealthcare.com:](#) Patient and clinician resources created by GE Healthcare

[Breast360.org:](#) Patient resources created by the American Society of Breast Surgeons

**Online ordering for ABUS consumables:** Membranes, cleaning wipes and lotion are conveniently available on [one page](#)

### GE Remote Applications Call Center phone number:

1-800-682-5327, option 1, then option 5 for ABUS products. Enter ABUS system ID# when prompted

**Sign up other staff members to the ABUS Club:**  
Email [m.molter@ge.com](mailto:m.molter@ge.com) to register your colleagues

### Comments and suggestions

We'd like to hear from you! If you have patient stories, ABUS success stories or unique uses for ABUS, please contact us. Also, please send ideas for new content or newsletter highlights to [m.molter@ge.com](mailto:m.molter@ge.com)